

Merit Solving Smoker Dilemma.

**'Enriched Flavor' breakthrough ends search
for "low tar, good taste" cigarette.**

For years, smokers had to choose between
real tobacco flavor or low tar.

Until MERIT.

Until a breakthrough in tobacco science
resulted in a way to boost natural tobacco
flavor without the usual corresponding
increase in tar.

The result was 'Enriched Flavor'
tobacco.

MERIT and MERIT
100's were packed with
this special tobacco.

And taste-tested
against a number of
higher tar cigarettes.

Overall, smokers re-
ported they liked the taste
of both MERIT and MERIT
100's as much as the taste of the
higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

Only one cigarette has
'Enriched Flavor'
tobacco. And you
can taste it.



Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Aug '77
100's: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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MERIT
Kings & 100's

